



Presse / 2009 / “Beat your Host!” sold to Spain’s Telecinco

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“We’re absolutely delighted that Spanish market leader Telecinco is broadcasting ‘Beat your Host!’ in one of Europe’s most important markets. Over the past 12 months, ‘Beat your Host!’ has already thrilled audiences in the UK, Sweden, Denmark and France,” says Jens Richter, Managing Director of SevenOne International. “Building on the show’s success, we’re sure that the Spanish audience will be captivated by the show’s innovative concept.”

SevenOne International has sold “Beat your Host!” (produced by Raab TV/BRAINPOOL) for broadcast in 14 countries so far, including China, the Netherlands, and Denmark. Early in 2008, the British version of the show, “Beat the Star”, aired on UK’s leading commercial channel ITV1 in one of the world’s most important TV markets. ITV1 will run a second season of the show this spring. In France, where it aired on TF1 as “Qui peut battre Benjamin Castaldi?”, the show captured an audience share of more than 40% (viewers 15-49). With consistently growing audience figures to its credit, “Qui peut battre Benjamin Castaldi?” was the clear prime time winner in the advertising-relevant demographic. In Sweden, the show “Vem kan slå Filip och Fredrik” drew market shares of up to 39.5% (viewers 15-44), making it the most successful production in Kanal 5’s history. The launch of “Hvem kan slå Joachim & Marianne?” on Denmark’s TV2 scored a 57.1% share (viewers 21-50). In Germany, its country of origin, “Beat your Host!” had the most successful TV debut for ProSieben in more than four years. Since its debut, the show’s 15 editions have been earning average audience shares of 25.2 percent (viewers 14-49).

Beat your Host!

Something new under the sun the audience vs. the host. On “Beat your Host!”, a contestant duels the star for breathtaking amounts of money. The minimum prize on the German version of the show is EUR 500,000. If the celebrity wins, the prize money goes into the jackpot. A contestant who wins takes the cash home. Victory in the competition depends on a number of factors in several areas - skills, sports, knowledge, daring, and not least of all, sheer luck.

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest pan-European media corporations and owner of 26 free TV channels in 13 countries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and miniseries, as well as magazine shows and light entertainment programs. It also markets and co-finances programming made by third-party

providers. The company is headquartered in Munich.

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